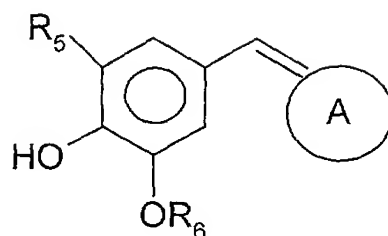


WHAT IS CLAIMED IS

1. A compound of formula I



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I

wherein

A is a moiety which is chromophoric within the UV radiation range of wavelengths to provide UV absorbing activity to the compound of formula I, wherein moiety A comprises one divalent group or two monovalent groups, with at least one group having carbonyl

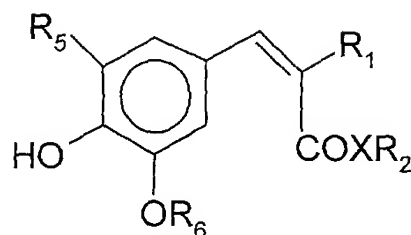
10 (C=O) functionality,

R₆ is independently linear or branched C₁-C₈ alkyl, and

R₅ is hydrogen or linear or branched C₁-C₈ alkyl.

2. A compound of formula II

15



II

wherein

R₁ is selected from the group consisting of -C(O)CH₃, -CO₂R₃, -C(O)NH₂, -
20 C(O)N(R₄)₂, and -CN;

X is O or NH;

R₂ is linear or branched C₁ to C₃₀ alkyl;

R₃ is linear or branched C₁ to C₂₀ alkyl; and

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each R₄ is independently hydrogen, or linear or branched C₁ to C₈ alkyl;

R₅ is linear or branched C₁-C₈ alkyl or hydrogen,

and R₆ is C₁ to C₈ alkyl.

5 3. A compound of claim 2 wherein R₆ is C₁-C₈ alkyl, X is oxygen and R₂ is linear or branched C₁ to C₄ alkyl.

 4. A compound of claim 3 wherein R₁ is CO₂R₃ and, R₃ is linear or branched C₁ to C₈ alkyl.

10

 5. A compound of claim 3 wherein R₁ is C(O)CH₃.

 6. A compound of claim 3 wherein R₁ is -C(O)N(R₄)₂, and at least one R₄ is hydrogen and the other is hydrogen or linear or branched C₁ to C₄ alkyl.

15

 7. A compound of claim 3 wherein R₁ is -C(O)N(R₄)₂, and each R₄ is independently linear or branched C₁ to C₄ alkyl.

 8. A compound of claim 2 wherein R₆ is C₁-C₄ alkyl, R₁ is -CO₂R₃, and at least one of R₂ and R₃ is linear or branched C₈ to C₂₀ alkyl.

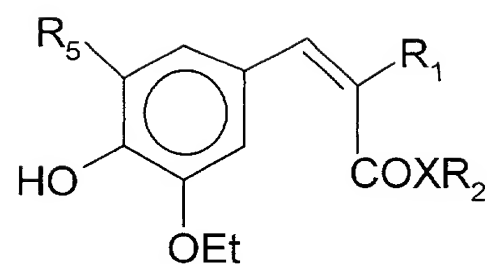
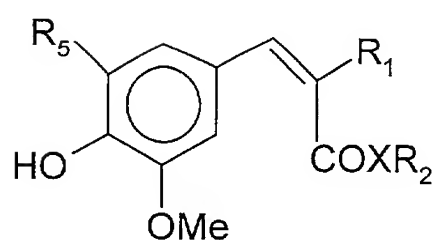
20

 9. A compound of claim 8 wherein R₂ and R₃ are each linear or branched C₈-C₁₂ alkyl.

25 10. A compound of claim 8 wherein at least one of R₂ and R₃ is linear or branched C₁₂ to C₂₀ alkyl.

 11. A compound as in claim 1 wherein R₆ is methyl or ethyl.

12. A compound of one of the formulae



5 wherein

R₁ is selected from the group consisting -C(O)CH₃, -CO₂ (C₁-C₈ alkyl), -C(O)NH₂,
-C(O)N(C₁-C₄ alkyl)₂, and -CN;

X is O or NH; and

R₂ is C₁-C₁₂ alkyl, and

10 R₅ is C₁-C₈ linear or branched alkyl.

13. A compound of claim 12 wherein X is oxygen and R₂ is linear or branched C₁
to C₄ alkyl .

15 14. A compound of claim 12 wherein R₁ is -CO₂C₈H₁₈.

15. A compound of claim 1 selected from the group consisting of
ethyl- alpha- cyano-3-methoxy- 4-hydroxy cinnamate,
ethyl- alpha- acetyl-3-methoxy- 4-hydroxy cinnamate,
20 iso-propyl-alpha-acetyl-3-methoxy-4-hydroxy cinnamate,
iso-amyl-alpha-acetyl-3-methoxy-4-hydroxy cinnamate,
2-ethylhexyl-alpha-acetyl-3-methoxy-4-hydroxy cinnamate,
diethyl-3-methoxy- 4-hydroxy benzylidene malonate,
di-(2-ethylhexyl)-3-methoxy- 4-hydroxy benzylidene malonate,
25 diisoamyl-3-methoxy-4-hydroxy benzylidene malonate,
dipalmitoyl-3-methoxy-4-hydroxy benzylidene malonate,
di-dodecyl-3-methoxy-4-hydroxy benzylidene malonate,

di-isopropyl-3-methoxy-4-hydroxy benzylidene malonate,
di-(2-ethyhexyl)-3-methoxy-4-hydroxy-5-isopropyl-benzylidene malonate,
di-isoamyl-3-methoxy-4-hydroxy-5-tert.butyl-benzylidene malonate,
iso-amyl-alpha-acetyl-3-methoxy-4-hydroxy-5-isopropyl cinnamate, and
5 iso-amyl-alpha-acetyl-3-methoxy-4-hydroxy-5-tert.butyl cinnamate.

16. A sunscreen formulation comprising a compound of claim 1 in an amount effective to absorb illumination in a range above 320 nm wavelength.

10 17. A sunscreen formulation comprising a compound of claim 1 in an amount effective to absorb illumination in a range of 290 to 400 nm wavelength.

18. A sunscreen formulation as in claim 16, which comprises from 0.1 to 40 wt.% of a compound of formula I.

15 19. A sunscreen formulation as in claim 16 comprising an additional organic sunscreen agent for filtering UV-B , UV-A rays or both.

20 20. A sunscreen formulation as in claim 18 wherein the compound of Formula I stabilizes the additional sunscreen agent against degradation from exposure to light.

21. A sunscreen formulation as in claim 18, which additionally comprises an inorganic metal oxide sunscreen agent.

25 22. A personal care formulation that comprises a compound of formula 1 of claim 1 in an amount effective to absorb illumination in a range above 320 nm wavelength, a cosmetically acceptable carrier and at least one cosmetic adjuvant selected from the group consisting of preservatives, antifoams, perfumes, oils, waxes, propellants, dyes, pigments, waterproofing agents, emulsifiers, surfactants, thickeners, humectants, exfoliants and
30 emollients.

23. A personal care formulation as in claim 22 which is in a form selected from the group consisting of creams, ointment, suspensions, powders, oily lotions, oleo-alcoholic lotions, fatty gels, oleo-alcoholic gels, solid sticks, foams, emulsions, liquid dispersions, sprays and aerosols.

5

24. A sunscreen formulation as in claim 19, which is free of photostabilizers other than compounds of formula I, which is present in an amount within the range of 0.1% to 40 wt% of said sunscreen formulation.

10

25. A method of protecting a substrate from UV radiation which comprises applying a sunscreen formulation of claim 16 to said substrate.

26. A method as of protecting a substrate of skin or hair from UV radiation which comprises applying a personal care formulation of claim 22 to a substrate of skin or hair.

15

27. A method of improving the photostability of a sunscreen formulation said method comprising adding a compound of formula I of claim 1 to said sunscreen formulation in an amount sufficient to improve the photostability of said sunscreen agent.

20

28. A method as in claim 27 wherein the amount of compound of formula I added to the sunscreen formulation falls within the range of 0.1% to 40wt% of said sunscreen formulation.

29. A method as in claim 26 wherein the personal care formulation additionally comprises an antioxidant selected from the group consisting of tocopherols, tocopherylacetate, Ascorbic acid, Emblica antioxidants, Proanthocyanidins, Rosemary antioxidants, green tea polyphenols, gallic acid, ellagic acid, butylhydroxy toluene (BHT) and butylhydroxy anisole (BHA).

30

30. A personal care formulation comprising at least one compound of claim 1 and an antioxidant other than a compound of formula I.

31. A personal care formulation as in claim 30 wherein the antioxidant is selected from the group consisting of Tocopherols, tocopherylacetate, Ascorbic acid, Emblica antioxidants, Proanthocyanidins, Rosemary antioxidants, green tea polyphenols, gallic acid, ellagic acid, butylhydroxy toluene (BHT) and butylhydroxy anisole (BHA).

32. A personal care formulation which comprises a compound of formula I in an amount effective to protect formulation ingredients from oxidation.

33. A personal care formulation as in claim 32, which is in the form of lipsticks, foundation, make-up, loose or press powder, eye blush, eye shadows or nail lacquer.

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